CHARGE NUMBER: 4015

PROJECT TITLE: Brand Development

PROJECT LEADER: J. N. Smith

PERIOD COVERED: August, 1984

I. Improved Merit (L. Brown)

Objective: To improve the current production Merit 85/100 mm Regular and Menthol products to increase percent market share.

Status: The extended smoking on the cross-complex panel of 85 and 100 mm Merit with a charcoal filter is complete. The results indicated that there were no negative attributes associated with the extended smoking of the product. A more extensive extended smoking study using the POL panel has been initiated.

The HTI testing of identified and unidentified Merit and MUL with charcoal is planned. A charcoal loading of 60 mg was selected for the MUL testing.

Consumer testing of blend and flavor modifications of the current Merit product is in progress. This includes the Marlboro and Gamma systems. Testing of Merit versus competitive brands is also in progress (e.g., Winston Lights, Vantage, Marlboro Lights).

To gain more information concerning the quality and sensory parameters associated with Merit, a series of group discussions, mail surveys and telephone interviews have been initiated.

Alternatives to charcoal are being investigated. Cigarettes made with a range of silica gel loadings (0, 30, 45, 60, 75 mg) are under evaluation.

Plans:

Complete HTI testing	October, 1984
Complete POL extended smoking study	October, 1984
Complete POL testing of Series I blend/flavor modifications	October, 1984
Complete competitive brand testing	October, 1984

II. Project Bristol (E. Stagg)

Objective: To develop a generic/value entry product with appeal to generic and RJR smokers.

Status: The Bristol RGA testing is in progress. Analysis of test results will be complete by the end of September.

Additional in-house screening of low cost blends is proceeding. Four blends were selected for further testing.

The POL monadic testing of Doral 85 mm and the L&M Generic 85 mm is in the field.

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Project Bristol (continued)

Plans:

Complete Bristol RGA	September, 1984
Continue low cost blend screening	September, 1984
Complete POL testing of Doral and L&M Generic	October, 1984

III. Project Zipper (E. Stagg)

Objective: To develop a 100 mm oval-filtered cigarette with a 23.0 mm circumference.

Status: The Zipper Test Market is in progress. Expansion to one additional test city is under consideration.

The New York Market Research extended smoking test for Zipper is complete. Data is being compiled and analyzed.

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